



Oman Arab Bank is one of the largest banks in Oman serving its customers for over four decades through over 60 branches across the country. The Bank's total assets stand at USD 5.15 billion and a net worth of USD 587 million.

PRODUCT:

Financial Services Creatio

INDUSTRY:

Banking

REGION:

EMEA

CHALLENGE:

Being innovation leaders in the region, Oman Arab Bank has always been focused on nurturing the culture of continuous advancements. Being at the forefront of technology in the banking industry, Oman Arab Bank decided to look for advanced CRM and BPM solutions to ensure holistic customer data and documented processes for all departments.

Oman Arab Bank had the following requirements:

- Software integration with the core banking system
- Front and bank office automation for improved customer service and high operational performance
- Marketing automation to boost the revenue growth
- Transparency of all banking operations
- Effective customer service tools for enhanced customer experience
- Customer data unification

SOLUTION:

- Implemented Financial Services Creatio, bank sales and customer journey editions for holistic customer data management of natural persons
- Integrated Creatio software with the core banking system
- Unified products and services catalog to anticipate customer needs, defining the best offer based on available customer data and per pre-set parameters (interest rates, terms, repayment schedules, etc.)
- Established a framework for end-to-end process management for greater visibility of bank's multiple financial services - current account opening, local & foreign remittances, cards servicing, fixed deposits opening, data actualization, etc.
- Automated a range of business processes to improve compliance management, including risk grade calculation, risk controls, etc.
- Simplified lead management operations
- Customized self-sustaining process to define next best offer based on available customer data
- Provided the ability to create custom notifications reminding about certain events, account actions required, contract expiry dates, customer birthdays, etc.
- Enabled setting up custom dashboards visualizing consolidated banking statistics for optimized customer data management
- Integrated MS Exchange to sync email accounts with Creatio system and Wacom signature pad for optimized electronic document management

BUSINESS OUTCOMES:

Customer database expansion with 500 000 customers managed in the system



Higher revenue per customer



Increased operational efficiency

Putting Creatio platform at the heart of innovation, Oman Arab Bank succeeded in optimizing its sales and customer service processes, automating bank's front and back offices, and achieving higher operational performance across departments. Oman Arab Bank plans to further expand the Creatio's functionality with a marketing module to run automated marketing campaigns and more effectively utilize social media channels.